

/ Council townhall: Content Strategy 24/25

17 April 2024



/ Agenda

- Welcome
- Introducing our new Chair
- Brand positioning and content Strategy
- Next steps
- Council growth and engagement
- Questions

/ Welcome

DM
Data &
Marketing
Association **A**

/ Introducing our new DMA Chair



Former Disney Executive Hired To Chair The DMA

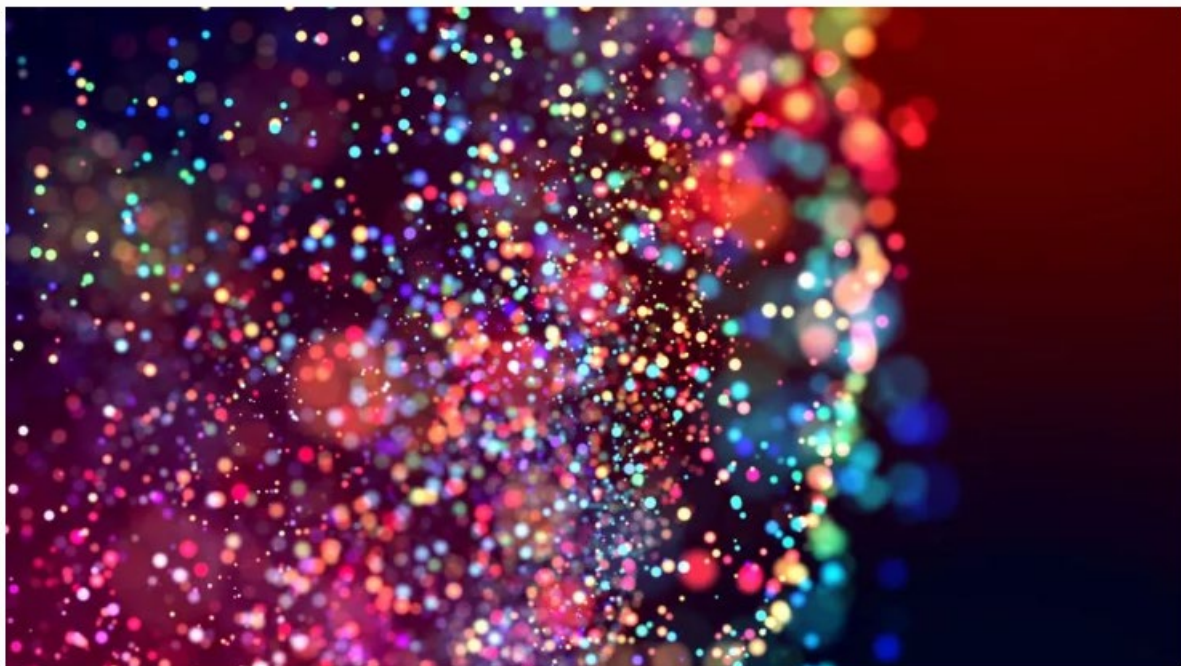
Kimberly A. Whitler Senior Contributor

Author of *Positioning for Advantage*, Professor, and former GM/CMO.

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Mar 9, 2024, 10:56pm EST



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The United Kingdom's data and marketing trade association, [the DMA](#), is hoping for a little magic with its hire of former Disney executive [Tony Miller](#) as its new Chair. Managing Director of the DMA, Rachel Aldighieri indicates that Miller was chosen because he is a “marketing pioneer, and has played a pivotal role in our industry for many years now, in which time he’s witnessed first-hand the fundamental shift in marketing from what used to be a traditional, direct approach to what is now an undeniably data-driven one. Tony knows the industry and the DMA inside out, and will play an integral part in increasing our membership base.”

With over 700 corporate members, the DMA has become Europe's largest community of data-driven marketers, known for its annual UK Awards programme which celebrates creativity, data, strategy and results-driven work.

Miller describes the DMA as “*the* trade body that is focused on championing the consumer. Through this lens (of the consumer), the DMA holds the industry to account across our DMA Code which is first and foremost what we aim to protect, championing the consumer and giving marketers the data and insight that helps them demonstrate the value they’re delivering within the industry, and how they are contributing to business growth.

PROMOTED

/ Brand positioning and content strategy



/ Brand positioning

The DMA

Who are we?

The UK's trade association for the data and marketing industry.

Vision (the impact we want to make in the future)

A Data and Marketing industry where every organisation puts their customers first

Mission (why we exist and how we will achieve our vision)

Prove that responsible and innovative use of data in marketing drives business growth

How?

By setting, promoting and teaching the standards to build trust and deliver marketing effectiveness

By what means?

Representation, Resources and Relationships

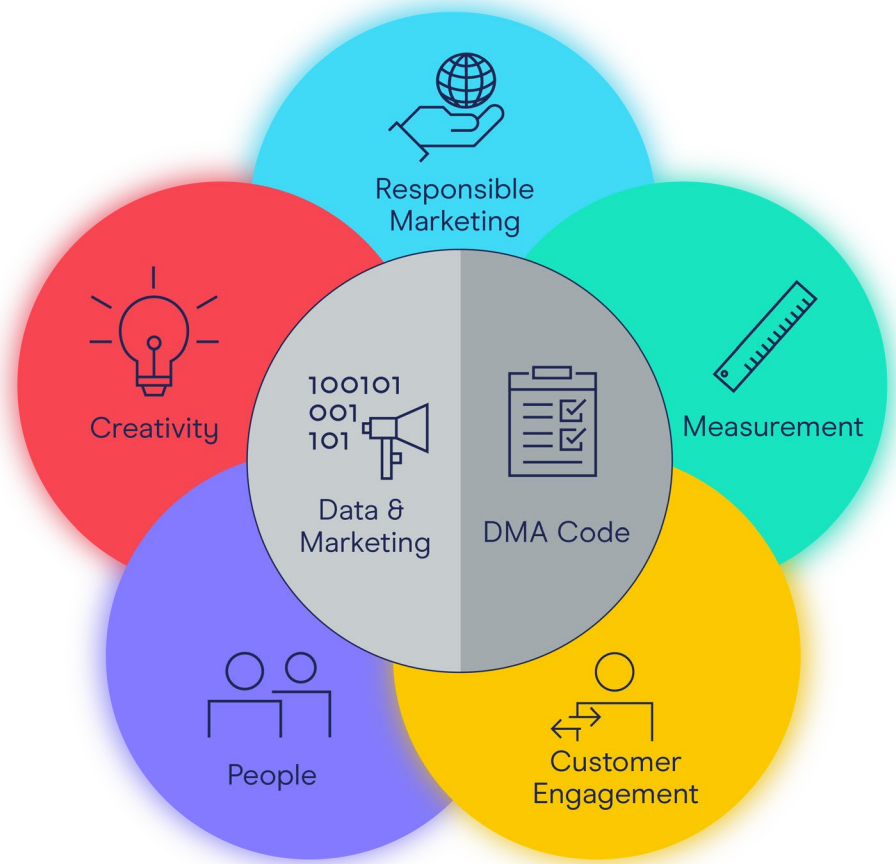
/ Elevator Pitch

We are the voice of the data and marketing industry run by the industry, for the industry. We set the standards for the good of marketers, and most importantly, customers. We empower marketers to drive growth and prove the value of data through public affairs, resources, learning, and talent. With over 700 organisations, the DMA is the UK's largest community made up of 27,000+ marketers.

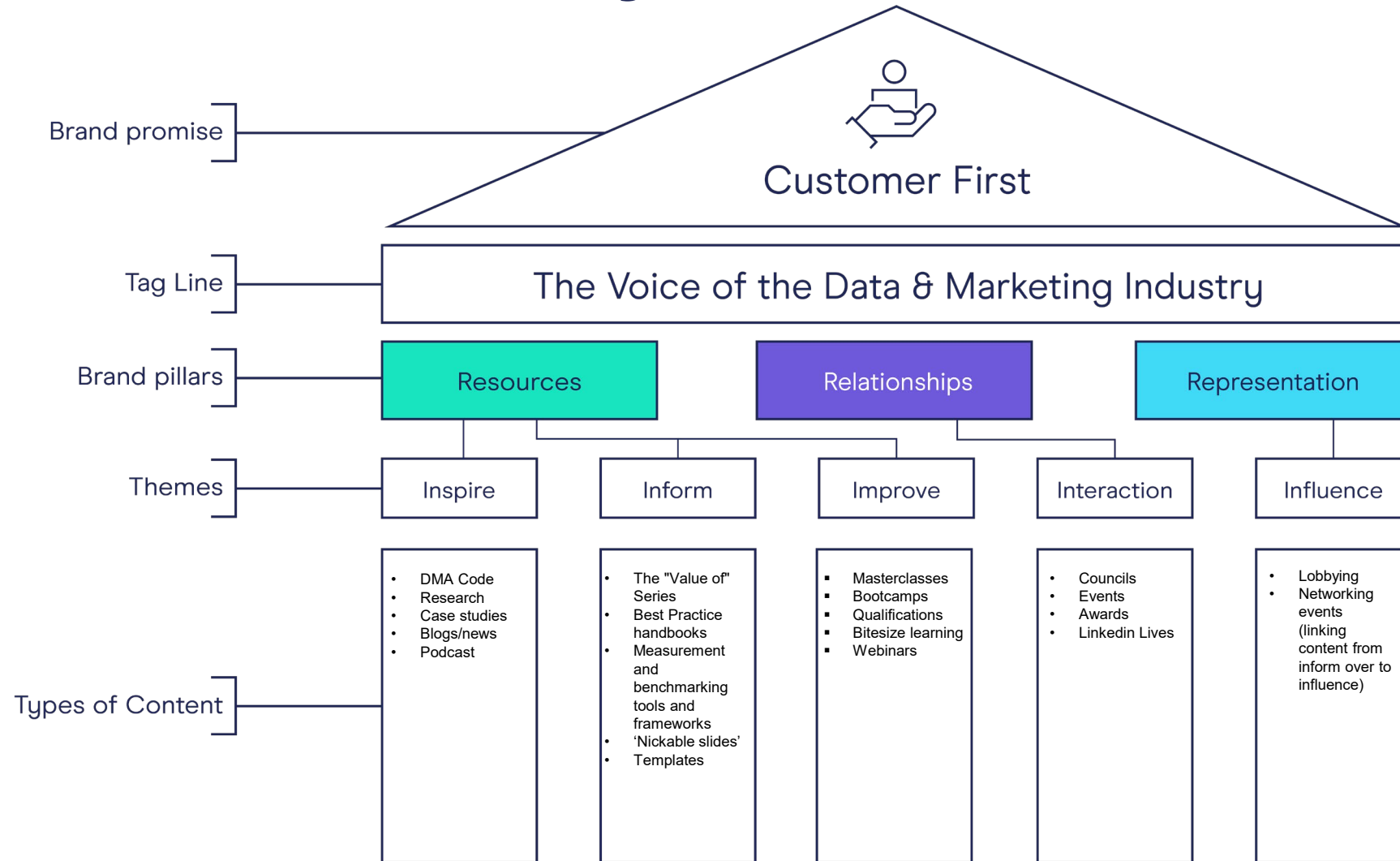
1. The UK's trade association for the data and marketing industry
2. The DMA Code is an ethical framework that helps organisations build trust.
3. From the classroom to the boardroom - today's and tomorrow's marketing leaders
4. DMA Awards
5. Preference Services [TPS/MPS/BMPS]
6. DMA learning accredited by IDM

/ Content strategy

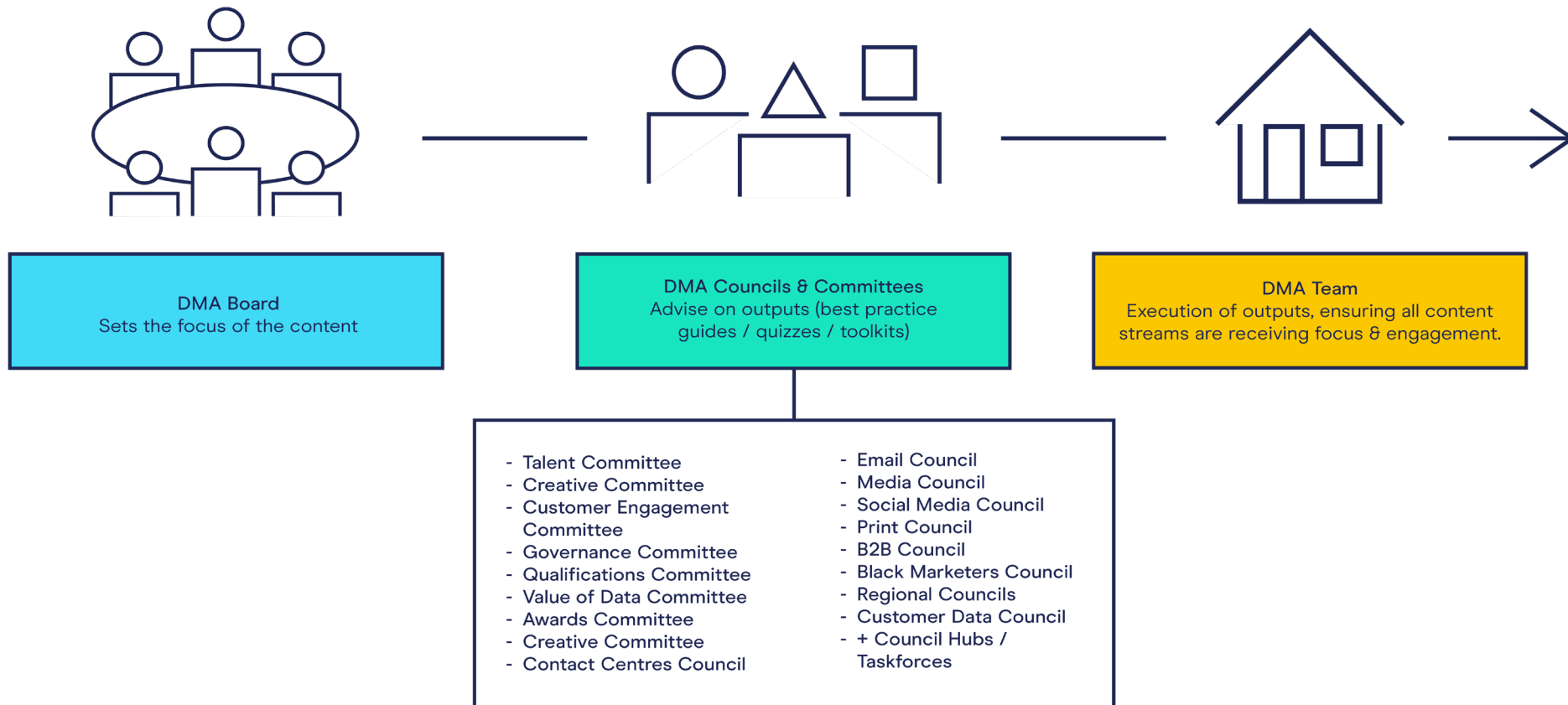
Empowering and equipping marketers to prove and champion the value of data in marketing through responsible marketing, people, customer engagement, measurement, and creativity.



/ Content hierarchy



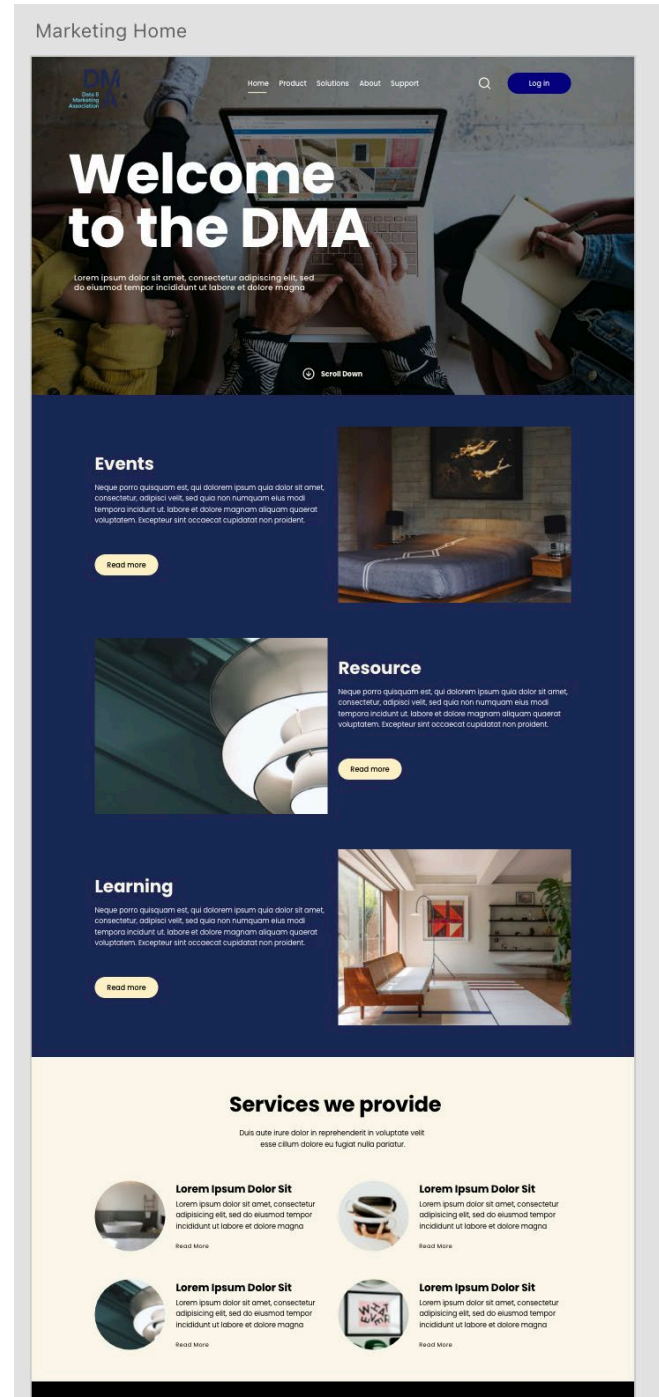
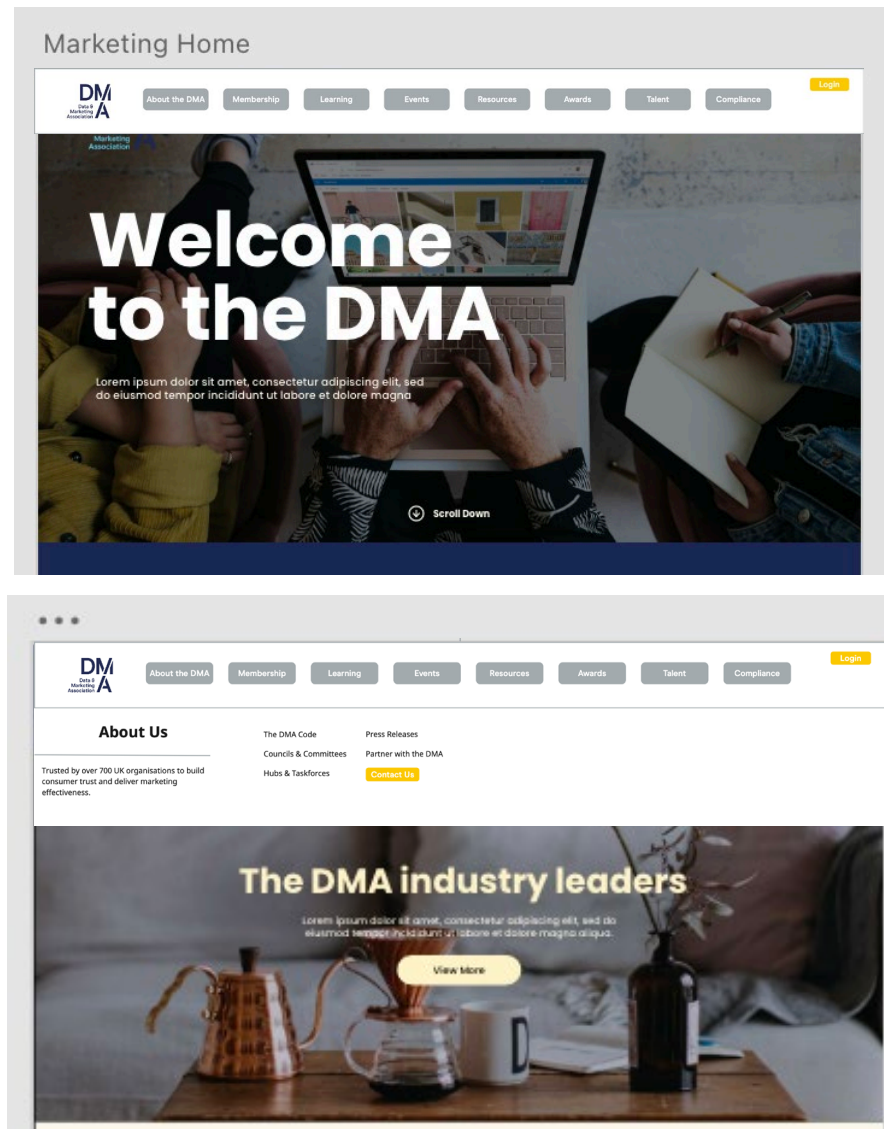
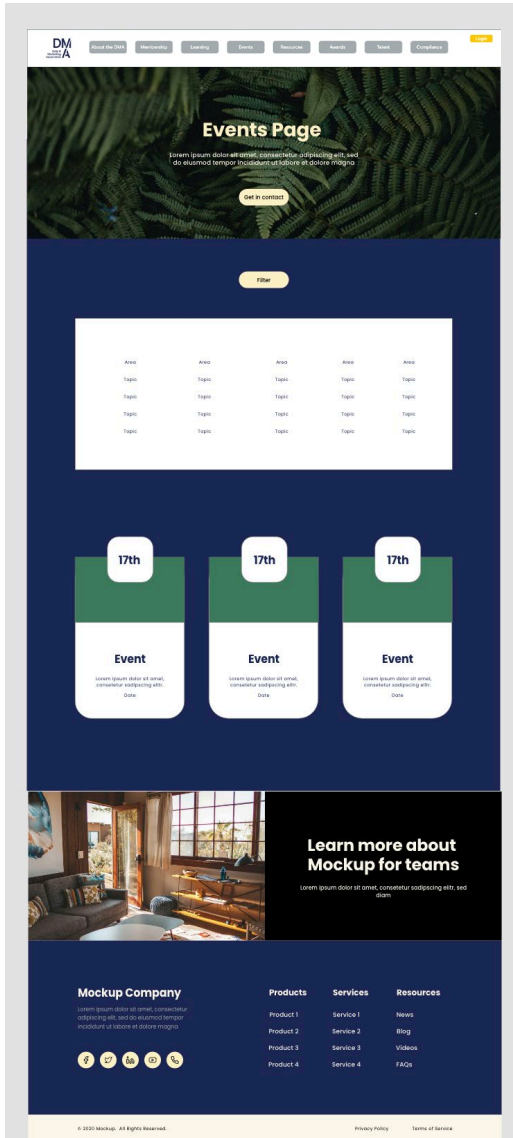
/ Content Workflow



/ Initiatives to drive content engagement

- The DMA Code: Using the new people principle and ‘code consultation’
- CPD points: A more integrated approach to motivate engagement
- CRM: Content sequences, journeys and learning pathways to prompt engagement
- Email ‘newsletters’: Focused around the three Rs eg fortnightly policy update, fortnightly roundup on new resources, weekly events/masterclasses/learning, fortnightly council update
- Focus on regional engagement via regional councils, regional judging and events
- Creation of marketing leader forum
- PR
- DMA podcast
- Industry event partnerships
- New website and marketing automations

/ New website



/ Content to support growth

- 2024/25 objective: Acquire 76 new members and reduce membership churn from 13% to 7%
- Key sector focus with target lists

Brands:
Retail, Financial Services
and Charity

Agencies:
Media agencies and
Independents

MSPs:
Martech and
Data/CRM

/ Next steps and priorities



/ Implementation

- Kick off content strategy workshop and planning session in council meeting
 - Create annual objectives, plan of activity
 - Incorporate rationalisation and updating of best practice and learning content where relevant
 - Identify sponsorship and partnership needs
 - Identify area for council development ie skillset, experience, organisations
- Chairs' Council
 - Review the integrated plan, identify opportunities for alignment and collaboration

/ Building Council engagement '23-24

- New councils and taskforces delivered – Social, Black Marketers, AI, DPDI, Measurement, Sustainability
- Launch of new application form process has brought in 41 applicants (translating to five new council members and 31 trial members)
 - Next Gen Judges invited into councils fostering new talent
- Consulted on bootcamps and masterclasses and supported Chris in lobbying efforts
- 23% of event speakers, 68% of articles penned, and 18 events hosted or initiated by councils
 - Community focused events made a return – Summer & Christmas Drinks and Supper Clubs
- Launched council assets to celebrate membership
- Honed the newsletter – sharing council successes and opportunities across the portfolio

/ Building on success '24-25

- Chair & Deputy Chair badges
- DMA UK LinkedIn group to be home of community discussion
- Recruiting further skillsets into councils
- Launching *Values of* series
- Summer Drinks upgrade and planning more community events
- Chair and council highlight posts – headshots and quotes in a carousel
- Regularly scheduled new joiner posts
- Setting council meetings as hybrid by default – do you want to host?
- Collating council ambitions into a two-year value delivery plan

/ The Council value exchange

- Networking Opportunities: Access to a community of industry leaders.
- Peer-to-Peer Learning: Sharing knowledge through guest speakers, research, & events.
- Bettering the Industry
 - Through the development of best practices and research.
 - Contributing to the education and professionalisation of our industry.
 - Join the DMA in lobbying governing bodies for the industry.
- Raising your Profile: Opportunities to speak at events, consult on research and contribute to thought leadership and PR pieces.
 - External event partnerships with opportunities to speak (DMWF, PMW, and more).
- Discounted rates to all DMA Events.

/ DMA Summer Drinks

Our DMA Summer Drinks welcomes our Members and Councils & Committees to celebrate their hard work over an evening of drinks and networking with industry colleagues.

We will also hear from our incoming Chair, Tony Miller who will share his vision for the DMA.

Location: Rooftop at the Ham Yard Hotel, London W1D 7DT

Date: Wednesday 17 July 2024

Time: 6-9pm

Cost: Free

